

# UNIVERSITÀ DEGLI STUDI DI MILANO-BICOCCA

### **SYLLABUS DEL CORSO**

## Tecniche per la Ricerca Sulle Pratiche Turistiche

2425-3-E1501N106

#### Learning objectives

Knowledge and understanding

To teach students methods and techniques of tourism research that are useful in professional activities. To teach students some basic methodological skills through guided training.

Applying knowledge and understanding

To give students an orientation on the different kinds of empirical research and statistical information in the tourism field, and to teach them to use these in a critical and conscious manner

#### **Contents**

- Introduction to tourism research
- Qualitative and quantitative data collection tecniques
- Data analysis
- -Communicating results

#### **Detailed program**

-Introduction to tourism research. what, why and who

-Secondary data sources (including DEMO ISTAT)
-Observation
-Qualitative interviews
-Focus groups
-Other qualitative data collection tecniques
-The survey
-Experimental research
-Case study method
-Sampling
-The analysis of secondary dataù
-The research report
Prerequisites
Basic understanding of social research methodology
Teaching methods
Lectures, e-learning, individual exercises
The course consists of 56 hours, approximately 60% of which are dedicated to lecture-based teaching (lectures with the use of slides, audio, and video) and 40% to interactive teaching (exercises, group work, presentations).

Written examination is constituted of 5 open question. The examinations aims to assess the basic knowledge of

social research methodology and the ability to apply such skills to real cases.

-The research process

**Assessment methods** 

**Textbooks and Reading Materials** 

-Ethics in research

- 1. Veal A. J. Research Methods for Leisure and Tourism. Harlow : Pearson. 2018 (Fifth edition). Chapters 1 till 12; chapter 18. Chapter 13, only sections 1, 2, 3, 6.
- 2. Coles M. Student's Guide to Writing Dissertations and Thesis in Tourism Studies and Related Disciplines
- 3. Project Planner (Sage Research Methods), available at: https://methods-sagepub-com.unimib.idm.oclc.org/project-planner

## **Sustainable Development Goals**

**QUALITY EDUCATION**